

MEDIA PLANNER 2012

Federal Construction

MAGAZINE



HOW YOU CAN REACH THE FEDERAL CONSTRUCTION MARKET



Federal Construction Magazine and the Federal Construction Executive Summit are the industry's only resources dedicated to getting started, staying competitive and being successful in the government-related construction arena.

LEARN HOW YOU CAN GET INTO THE GAME

▶▶▶▶ WWW.FC-MAG.COM • 678.765.6550

Federal Construction

MEDIA PLANNER 2012

BUILD YOUR BUSINESS THE WAY IT WORKS FOR YOU

In today's stimulus-driven economy, the Federal government is investing billions of dollars and awarding thousands of construction projects across the country. Historically, the Federal government has been the world's largest consumer of construction services, which means it continues to dedicate valuable resources to support local infrastructure projects.

Unlike other media companies that offer one basic way to reach customers, we offer a diverse slate of marketing opportunities that are proven to get results. Our Federal Construction Magazine and Executive Summit are the industry's only resources dedicated to showing you how to get registered contractors, sub-contractors and suppliers qualified and start bidding on government-related projects and keeping ahead of the competition.

As the publisher and editor of Commercial Construction & Renovation magazine, we offer a proven group of products that can meet your marketing needs.

From our digital/print magazine to our intimate Executive Summit, you'll find everything you need to get started, stay competitive and be successful in the Federal market. Let us help you put your products and services in front of your customers today.

Federal Construction

Magazine

Our bi-monthly digital/print magazine is the industry's only source for showing you how to expand your business into Federal contracting. Editorial content includes how-to articles, profiles of successful Federal construction projects, insightful columns from some of the industry's foremost experts on securing government contracts, and much more. Each issue reaches a diverse, verified audience, including government procurement officials, administrators, contractors, inspectors, subcontractors, architects, engineers, suppliers, manufacturers, design firms and procurement companies.

Federal Construction

Executive Summit

In addition, our exclusive Executive Summit provides a number of invaluable networking opportunities, keynote presentation, seminars, workshops and meetings with potential customers. Our first Executive Summit, scheduled for June 2012 in Atlanta, includes table top exhibits with dinner, educational and accredited seminar training, meet & greet networking receptions, luncheon keynote speaker, Casino Night Entertainment and a fantastic dinner.

YOU'RE GOING TO WANT TO BE THERE!

EDITORIAL MISSION

Federal Construction Magazine provides a comprehensive resource designed to show commercial construction executives what they need to know to get started, stay competitive and be successful in the Federal construction arena. Our content covers everything from understanding hidden costs and risks, assembling the right team, identifying what projects are right for their business, implementing powerful internal control systems, to effectively communicating with government contracting officers, federal procurement officials, technical representatives, inspectors, and others.

WHO WE REACH

Our bi-monthly digital/print magazine will be offered to more than 770,000 key decision makers related to the Federal construction market.

Those that will have access include:

- All Government Procurement Officials
- Administrators
- Contractors
- Subcontractors
- Architects
- Engineers
- Design Firms
- Suppliers
- Manufacturers
- Procurement Companies

CONTACT INFORMATION

For marketing information, direct inquires to:

David Corson, Publisher
678-765-6550
P.O. Box 3908
Suwanee, GA 30024
davidc@fc-mag.com

For editorial information, direct inquires to:

Michael J. Pallerino, Editor
P.O. Box 3908
Suwanee, GA 30024
678-513-2397
mikep@fc-mag.com



Other Marketing Opportunities

There also are a number of opportunities to get your company's brand on our website, direct mail, e-mail blasts and industry-related networking events.

Once you decide how to create your marketing needs with our products and services, we will expand the reach of your marketing investment. In addition to our special-package marketing investment opportunity, we offer convenient options to help you manage cash-flow needs throughout the year.

All you have to do is select your marketing level of investment and we'll help you make it happen.

Federal Construction

MAGAZINE

2011 MARKETING INVESTMENT OPPORTUNITIES

Gold Package Introductory Rates

(Amounts Include Advertising in All Three 2011 Issues)

\$3,000 (Three Full-Page Ads - All Back Covers)

\$2,600 (Three Full-Page Ads - Inside Front or Inside Back Covers)

\$2,200 (Three Full-Page Ads - One in Each Issue)

\$1,500 (Three Half-Page Ads - One in Each Issue)

\$1,000 (Three Quarter-Page Ads - one in Each issue)

Individual Ads Rates Per Issue:

\$1,800 (Full-Page Ad - Back Cover)

\$1,600 (Full-Page Ad - Inside Front or Inside Back Cover)

\$1,100 (Full-Page Ad)

\$800 (Half-Page Ad)

\$625 (Quarter-Page Ad)

YOUR GOLD PACKAGE INVESTMENT INCLUDES

Ad in Each Issue

(Offerings include Full, Half & Quarter page ads)

Website Link on Product Links Page

Website Link From Your Ad Tracked by Google Analytics

Your Ad on the Federal Construction Magazine Website

EDITORIAL HIGHLIGHTS

Each issue will include project profiles, case studies, industry news, legal reviews, trends, opportunities, new products and valuable columns from industry experts. The premiere issue will include an in-depth review of the Seven Keys to Federal Construction Profits.

FEBRUARY/MARCH

Ad Close Date: Feb 16

Issue Online: March 1

APRIL/MAY

Ad Close Date: April 19

Issue Online: May 1

Issue Topic: Architectural Project Profiles in Government C&R

JUNE/JULY

Ad Close Date: June 19

Issue Online: June 30

Issue Topic: GAS Listing/Purchasing Firms

AUGUST/SEPTEMBER

Ad Close Date: Aug 19

Issue Online: Sept 1

Issue Topic: GC survey

OCTOBER/NOVEMBER

Ad Close Date: Oct 15

Issue Online: Oct 30

Issue Topic: Arch/Eng Design Firm Survey

DECEMBER/JANUARY

Ad Close Date: Dec 21

Issue Online: Jan 4, 2013

Issue Topic: Subcontractors Report